



1915 - 1950

AT IT FOR 35 YEAR'S

Steelcore
RUBBER ENAMEL

STILL LEADS THE PARADE

Digitized by:



ASSOCIATION
FOR
PRESERVATION
TECHNOLOGY,
INTERNATIONAL
www.apti.org

BUILDING
TECHNOLOGY
HERITAGE
LIBRARY

<https://archive.org/details/buildingtechnologyheritagelibrary>

From the collection of:

**NATIONAL
BUILDING
ARTS
CENTER**

<http://web.nationalbuildingarts.org>

STEELCOTE MANUFACTURING CO.
3418 Gratiot Street St. Louis, Mo., U. S. A.



STEELCOTE

SALES MANUAL—*presenting*
facts.....
figures...
functions

— CELEBRATING —

1915

THE 35th ANNIVERSARY
OF STEELCOTE LEADERSHIP

1950

Steelcote
MARCHES ON!

THERE IS A REASON!



Steelcote

RUBBER ENAMEL

The only paint that contains Real Rubber

There is nothing like rubber—nothing like Steelcote!

It takes no less than 22 separate operations to manufacture this most difficult product with a base of pure para-rubber. The result is a finish that any amateur can apply without previous experience of it, and—a finish that costs much less, lasts much longer and makes old cars look like new.

Simply wash the car thoroughly and apply Steelcote Rubber Enamel right over the old paint. Then make this extraordinary test: write your name on the finish while still wet and it will flow together perfectly. This is just evidence that a Steelcote finish leaves no trace of brush-mark or overlap. *That is why any amateur can apply it.*

The ravages of the worst weather are as powerless as alkali or acid to effectually surface finish with Steelcote Rubber Enamel. Even hammering or nailing cannot cause it to crack, peel or chip—yet one coat is ample and it dries overnight. Get this brilliant lustre on your car. Do it yourself or insist upon it from your car painter. Your dealer will gladly supply a copy of the Steelcote booklet with a host of beautiful colour combinations.

Sole Malta Distributors

GAUCI BORDA & CO.

Opposite Royal Opera House
Lyceum
Victoria Gate Mall



The

WORLD KNOWS

WHY **Steelcote** RUBBER ENAMEL LEADS

IT'S

S TABLE

T ESTED

E CONOMICAL

E LASTIC

L ONGER WEARING

C OVERAGE

O UTSTANDING

T RUE TONES

E ASILY APPLIED

It's

the World's Finest Finish!

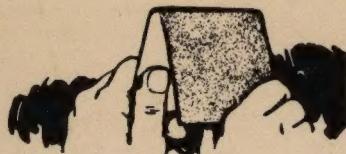
TESTED

Steelcote Resists the Enemies of Ordinary Enamels

These are Some of the Rigid Tests that Prove STEELCOTE SUPERIORITY

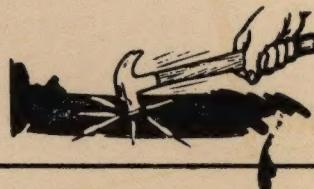
BENDING TEST

BEND a piece of metal coated with STEELCOTE . . . even after a year's time. You can bend until the metal breaks but you can't harm the film.



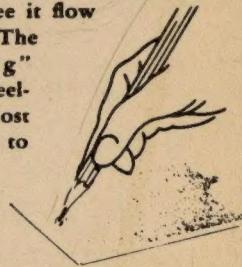
HAMMER TEST

HAMMER STEELCOTE applied to a piece of metal. You may dent the metal, but the tough, durable film remains intact.



SELF-LEVELING TEST

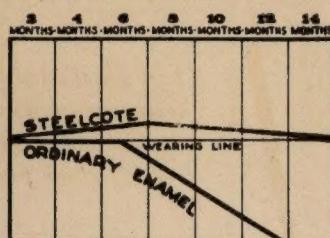
WRITE your name in freshly painted STEELCOTE—see it flow together again. The "self-leveling" properties of Steelcote make it almost an impossibility to leave a brush mark or lap in painting.



WEARING LINE

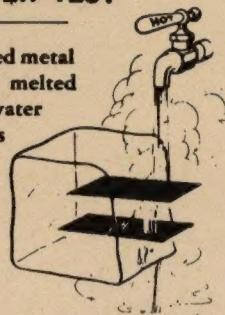
ORDINARY enamels start wearing from their first day of exposure.

STEELCOTE seems to undergo a "chemical baking" process from the elements for the first 6 to 8 months of its life, which hardens the film for many months more of added wear.



ICE AND BOILING WATER TEST

STEELCOTE coated metal frozen in ice and melted out with boiling water shows no ill effects from this sudden change of extreme temperatures.



ACID TEST

MURIATIC ACID eats away metallic zinc—but does not destroy that part coated with STEELCOTE.



SALT WATER—SALT AIR TEST

STEELCOTE wears and wears in the seacoast countries—the islands of the Pacific, Panama, etc., where other enamels, most lacquers, and even aluminum castings, quickly disintegrate.



RAIN, SLEET AND SNOW

LET IT RAIN LET IT SNOW! These elements which quickly ruin other finishes, or turn them white, do not bother STEELCOTE.



SUN

A RECENT LETTER from sunny California, which is reproduced elsewhere in this portfolio, tells of 5 years of wear for STEELCOTE . . . and the car still looks good.



—and RECOMMENDED by USERS

Steelcote Mfg. Co.,
St. Louis, Mo.

Dear Sirs:

Will you kindly send me the stores or
jobbers handling Steelcote in N. E. Penna. near
Wilkes-Barre, Berwick and so on?

I tried to get it there for a car and
had to come back here to get it, about 200 miles.

I used it here on our own cars and after
a year in this salt air, the finish is just the same
as when I put it on.

Send me the list and color card as I gave
mine away. I would think the Berwick Store Co.,
Berwick, Pa. would handle it.

It's the best thing I ever came across,
only too many people don't know it. I travel quite
a bit and give it a good boost to all.

Very truly yours,
T. S. J. Mechem
1046 Bay Ave.
Ocean City, N. J.

Ocean City, N. J.
July 23, 1932.

Steelcote Manufacturing Company
St. Louis, Missouri

Lake Worth, Florida
January 21, 1933

Dear Sir:-

I personally painted my own car with your
Light Green Steelcote Rubber Enamel four years ago.
Car has stood out in the trying sun rays of Florida,
mountain dew of North Carolina, then Texas rays for
another year, and when I traded the Hudson Brougham
last July, I know it was the paint job that sold it

I purchased a 28 Buick Sedan for same price
as I sold my old car for. I wanted you to know this
as that surely is a wonderful actual test for your
product.

Arriving back in Lake Worth with my Buick
which was badly in need of paint I proceeded to sand
and paint it. I had a third of a half pint of the
green. I painted hood thinking surely I could buy
more and to my dismay I find no merchant in West
Palm Beach or here carrying it. I refuse to use
their products and told all the merchants why. They
claimed the product too high for the demand today.
So if it is at all possible, mail C.O.D. one can
Black, smallest size for fenders and back of upper
body of car and a small can of Light Green.

You may use this letter for any use you see
fit as I believe in your product and have sold plenty
of it in my time.

Respectfully

Bertha Perkins
Lake Worth
c/o Perkins Motor Company or
Gen. Del.

R. P. McCREERY, D. B. S.
W. L. KLING, D. B. S.
HELEN J. POLAK, D. H. M. S. Y.

DRS. McCREERY & KLING
WAHOO, NEBRASKA

May 22, 1931.

Steelcote Mfg. Co.,
St. Louis, Mo.

Gentlemen:-

About ten or eleven years ago we put down
on our office floors, about six rooms, a light weight
battlefield Linoleum; it was quite expensive. We found
that every time anyone stepped on the linoleum it left
a dust print and although we mopped the floor in our
operation rooms and laboratory several times a day,
it always looked dirty. After trying to varnish it,
several times, we tried grey Steelcote and found it
stood up under the hardest use. About once a year, we
touch up the spots around our operating chairs, laboratory,
telephone, etc., where Steelcote begins to show wear with
a heavy new coat of the same paint and afterwards go over
the entire floor with a thin coat of the Steelcote.
We have found Steelcote the only paint that
will wear on a linoleum.

RPMcC:HP

Yours truly,
Drs. McCreery & Kling

P. J. McCreery

Please send address of your
dealer that sell your Steelcote Rub-
ber Enamel.

I have had it on my car for five
years on body and still good.

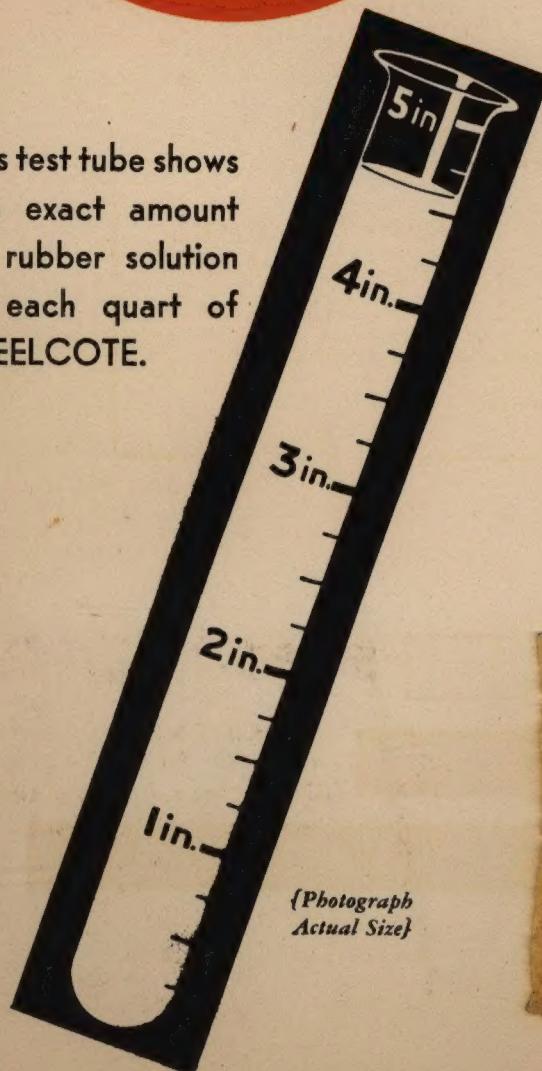
H. A. Higbee
114 Main St.
Huntington Beach, Calif.

These unsolicited letters
of commendation are
typical of thousands
in Steelcote files.

ELASTICITY

Genuine
RUBBER
Plasticizer

This test tube shows the exact amount of rubber solution in each quart of STEELCOTE.



The Elasticity and Flexibility of Steelcote Rubber Enamel surpasses all other enamels, because Steelcote contains Rubber.

To Steelcote belongs the honor of pioneering the introduction of Rubber as a Plasticizer in enamel. Some enamels are advertised as Rubber Enamels, but no claim is made that they contain rubber, whereas STEELCOTE ACTUALLY DOES CONTAIN RUBBER.



This test tube shows the exact amount of rubber solution in each quart of Steelcote Rubber Enamel. Dr. A. L. Duval D'Adrian, famous chemist of two continents, testifying before the U. S. Federal Trade Commission, had this to say of rubber plasticizers — "Added amounts caused longer drying and gave no greater elongation."



Steelcote Rubber Enamel contains the proper amount of Rubber Plasticizer to make it more flexible and elastic than ordinary enamels.

The "findings" of the Elongation Test proves beyond a doubt the value of Rubber Plasticizer over Liquid Plasticizers, which have a tendency to sweat out or separate.

Rubber is non-oxidizing and should it happen to separate it is plastic and adhesive enough by itself to adhere to the other particles of the enamel **and stay there**, thus protecting the surface for a **much longer period** than either the liquid or solid plasticizers on the market at the present time.



ELONGATION TESTS

100%
MORE
ELASTIC

Think! of the added life and wear of STEELCOTE after its life has been doubled.

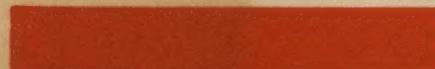
Even before adding the rubber plasticizer, tests show it to have greater elongation than most enamels.

"Tests show an increased elongation of a Steelcote Film from 22% to 44% by the addition of a given percentage of Steelcote rubber solution. Added amounts caused longer drying and gave no greater elongation. The elongation of a well known, highly advertised auto enamel was only 5%."

the
VALUE
OF
RUBBER
PLASTICIZER



5 to 20% elongation for ordinary enamels



22% elongation for Steelcote before adding rubber plasticizer



44% elongation for Steelcote Rubber Enamel

EASILY APPLIED

No skill or experience required when you use

STEELCOTE RUBBER ENAMEL

because

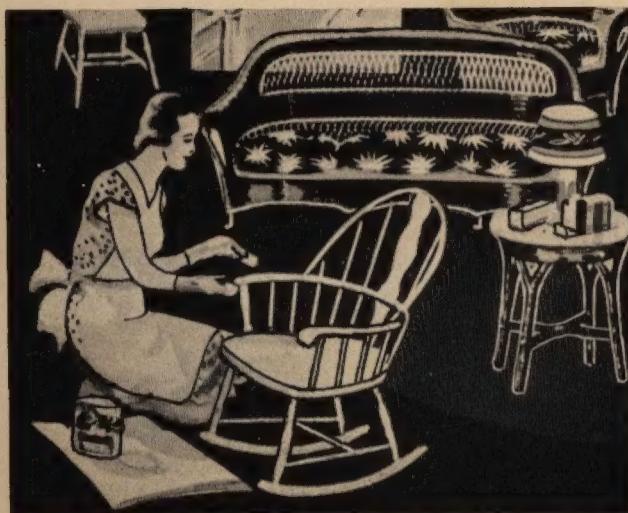
It is Self-Leveling



Will not show Laps or Brush Marks

One Coat Covers

Covers MORE Surface



The auto owner or housewife using it for the first time will, with ordinary care, get a fine finish. All that is necessary is to follow the simple directions on the container.

Steelcote Rubber Enamel makes it easy for the amateur. No skill or experience in handling it necessary.



LONGER WEAR

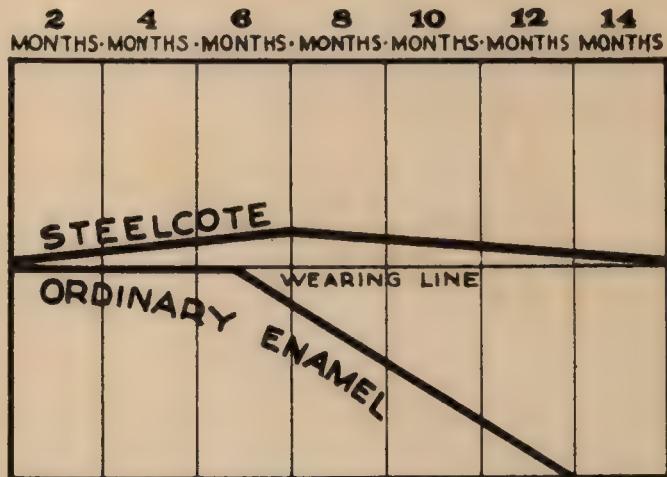
THE DURABILITY OF STEELCOTE HAS NEVER BEEN SUCCESSFULLY CHALLENGED.
STEELCOTE WILL AND HAS PASSED, MANY RIGID TESTS THAT
ORDINARY ENAMELS CANNOT SURVIVE

WEARING LINE

ORDINARY enamels start wearing from their first day of exposure.

STEELCOTE, containing Rubber which gives it a plastic film, actually seems to undergo a "chemical baking" process when exposed to the elements for the first six to eight months of its life, during which period the enamel seems to actually improve after which the film hardens for many months more of added wear.

STEELCOTE "WEARS LIKE STEEL"



Steelcote
RUBBER ENAMEL



..will not

CRACK

CHIP

CHECK

PEEL

..resists

OILS

ACIDS

SALT WATER

ALKALI

GASOLINE

BOILING WATER

ALCOHOL

STEELCOTE IS MADE TO STAND ABUSE

Its beautiful, tough, lasting coat protects millions of dollars worth of property the world over.

COVERAGE

The criterion of all tests is the Coverage Test.

Here again Steelcote has shown its superiority over ordinary enamels. This outstanding advantage that Steelcote holds over ordinary enamels can be traced to these vital facts—The long ageing of the vehicle, the purity of colors and pigments; the double filtering processes and the numerous grindings of pigments. These give Steelcote Rubber Enamel a fineness of texture that is only possible in higher priced enamels like Steelcote. This gives Steelcote more covering capacity and makes Steelcote more economical to use. All of which stands for a superior one-coat enamel, which ultimately spells Coverage with a capital "C."



It would require this size can of ordinary enamel to cover the same number of square feet



as this size can of Steelcote would cover.

ONE COAT
STEELCOTE RUBBER ENAMEL



Cheap enamels cover from 350 to 400 square feet per gallon

Steelcote covers 750 square feet per gallon

ONE COAT
ORDINARY ENAMEL



OUTSTANDING



Steelcote

is the Outstanding Finish on the market today

The success of Steelcote Rubber Enamel is due to outstanding Quality, and it is Quality that gives Steelcote

Durability

Flexibility

Easy Application

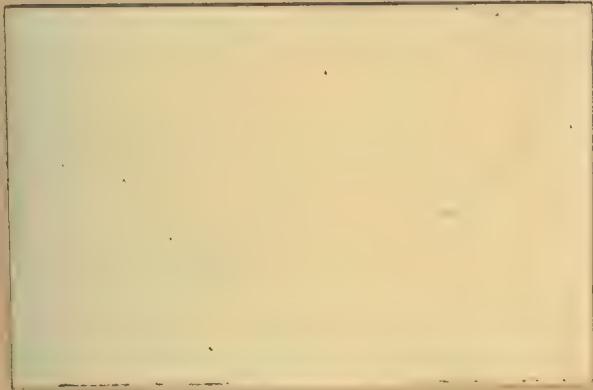
TRUE TONES

The exactness and careful attention of the grinding of Pure Colors, regardless of cost (some colors costing over two dollars a pound) which go into Steelcote permits Steelcote users to express their color personality without fear of easy fading, off-shade or dingy colors.

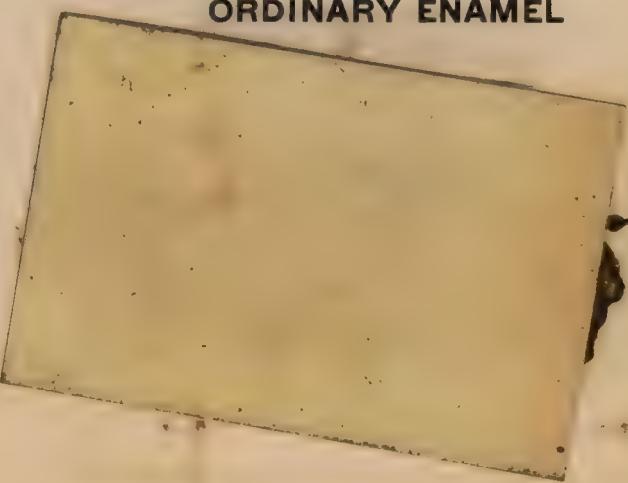
The True Tones of Steelcote colors enables you to secure the WHITEST White and the BLACKEST Black enamel possible to manufacture — Steelcote retains its luster long after cheaper enamels have dulled and faded—another reason for the popularity of Steelcote.



STEELCOTE RUBBER ENAMEL



ORDINARY ENAMEL



STEELCOTE passes through 22 separate and distinct processes of manufacture!

ECONOMICAL

Steelcote
RUBBER ENAMEL

is more Economical than ordinary enamels

because

1 EASILY APPLIED
No need to hire an experienced painter.

2 LONGER WEAR
Not necessary to repaint yearly.

3 ONE COAT COVERS
Saving labor and time.

4 COVERAGE
It therefore costs less to use Steelcote. Covers
from 32% to 36% more surface than cheap
enamels.

STEECOTE
RUBBER ENAMEL



ORDINARY
ENAMEL



ORDINARY ENAMEL

STEECOTE RUBBER ENAMEL

"THE WORLD'S FINEST FINISH"

STEEL COTE

Sum up and combine all the essentials that stand for a superior product and you will have "Steelcote Rubber Enamel."

Because of these essentials Steelcote has been accepted throughout the world as the finest finish for: Automobiles, Furniture, Walls, etc.

¡Oh, qué preciosidad!
¡Si parece un coche
nuevo...!

Este es lo que ella le dirá cuando mañana vaya a buscarla, porque con Steelcote cualquiera puede dejar su coche como si acabara de salir de la fábrica. Steelcote entra caucho real y verde.

Arturo Malo, de la fábrica, Apdo. 111, 12.
Má.—Distribuidor: Tomás Hernández, Maestro, 182, Lince.
—Sebastián Raggio, Filandia.
262.—S. R. Javier y C. S. en C. Radio de San Francisco.
270.—Doroteo & Ferrer, C.
289.—Gómez y Pared, C.
300.

La única pintura que contiene verdadero cuach



STEELCOTE'S SUCCESS
is not just a national success.
It is international. Wherever
enamel is used Steelcote
is advertised and sold. The
story of rubber in enamel
has been told in dozens of
foreign languages and the
name of Steelcote is favorably
known to the entire
civilized world. Such is the
power of the printed word
backing up a product of unusual
merit.

Steelcote
ESMALTE A BASE DE BORRACHA

E' assombro!
Com STEELCOTE
renova-se o carro
em um dia...
fastidio

En Los Climas más Severos
Retiene el ESMALTE

Steelcote

A BASE DE CAUCHO SU BARRILLO DE 100 L.

En Panamá, apagado todo el tráfico por fuertes intensas tormentas de lluvia y el viento, se mantienen las puertas de automóvil del ancho de caucho y la lluvia no las manchan, el aceite STERCOLE se extiende y se impregna solo, un hueso de pincel lo aplica y la pintura seca. Seca en seis horas. No hay que pulir. Basa una mano sobre la puerta seca. Es también el mejor acabado para yeso, madera y todo tipo que haya de usar a la temperatura o sobre maderas tratadas.

A menores y pintores de autos les conviene solicitar informes completos sobre productos Esmaltacol.

Dirigido a los introductores. L. B. MEYER & C.
Bueno Calén 301 — Buenos Aires

Paseo Colón 301 — Buenos Aires

A FEW REASONS **WHY** DEALERS **PREFER** SELLING

Steelcote **RUBBER ENAMEL**

1

DEALER HARMONY

2

ZONING

3

NON-COMPETITIVE

4

PROTECTIVE PRICES

5

PUBLIC ACCEPTANCE

6

LARGER PROFITS

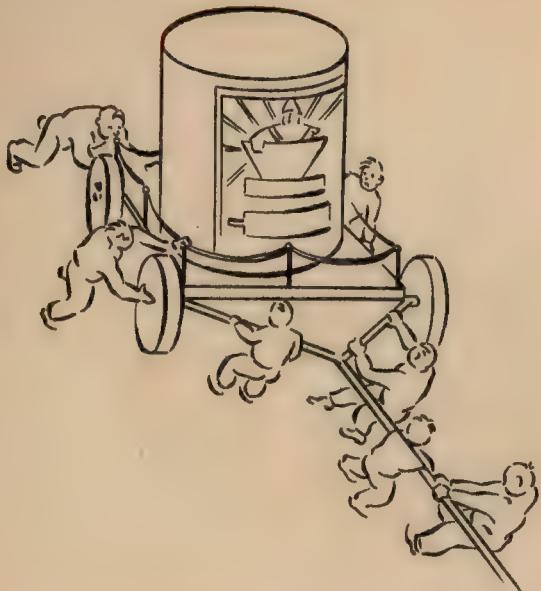
7

CUSTOMER SATISFACTION

8

ADVERTISING

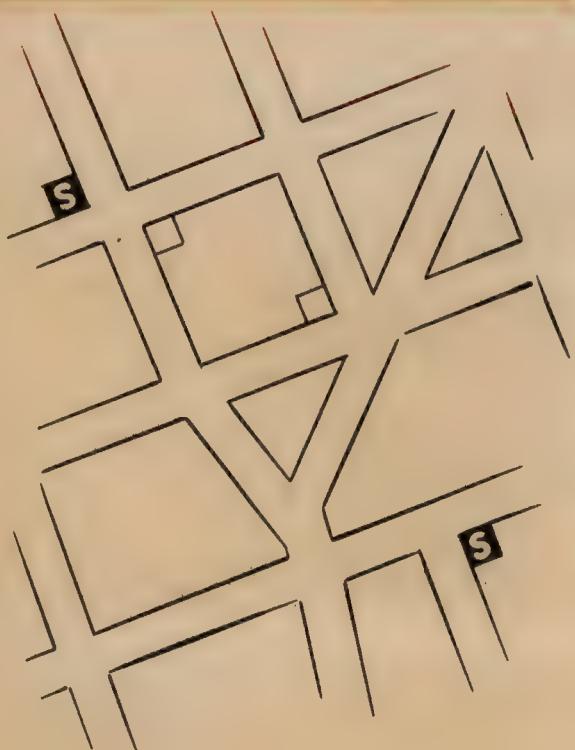
DEALER HARMONY



Realizing the fact that a manufacturer's volume of business depends entirely on the dealers' volume, Steelcote formed the policy of Dealer Harmony.

When a dealer purchases a stock of Steelcote he automatically becomes a member of our organization. He is given every possible assistance in order to make his relationship profitable. Sales helps that have proved helpful to other dealers are passed on to him. His comments are welcomed whether they are flattering or otherwise. His suggestions are carefully considered.

ZONING



Realizing the danger of price abusing, Steelcote has set up a new Zone Policy whereby Steelcote Dealers have exclusive sales rights in their particular trade areas.

Under this new policy all trade areas are marked off in zones and a dealer who purchases a stock of Steelcote will have exclusive sales rights in this zone, as long as he does a satisfactory volume of business. No other dealer will be permitted to carry Steelcote in his zone.

NON-COMPETITIVE

Steelcote Rubber Enamel, not being an ordinary enamel, its dealers have the following advantages to offer their trade over the dealer selling ordinary enamels—

- Easy Application
- Longer Wear
- Coverage
- Economy

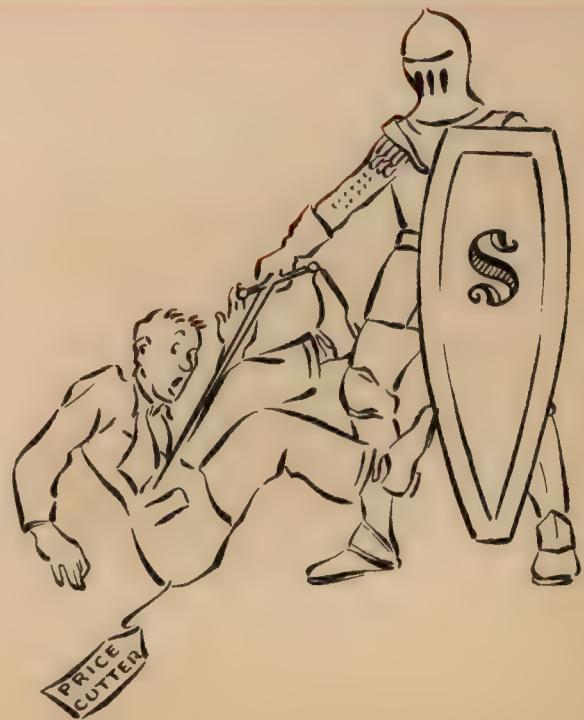
Due to the new Zone Policy, Steelcote dealers will not have to compete with other Steelcote dealers in their zone.



PROTECTED PRICES

Realizing the unfairness of price-cutting dealers and the dissension of dealers caused by this practice, Steelcote has set up a universal price policy on Steelcote Rubber Enamel and each dealer must adhere to this policy.

Any dealer who violates our price policy will not be permitted to continue as a Steelcote Dealer.



PUBLIC ACCEPTANCE

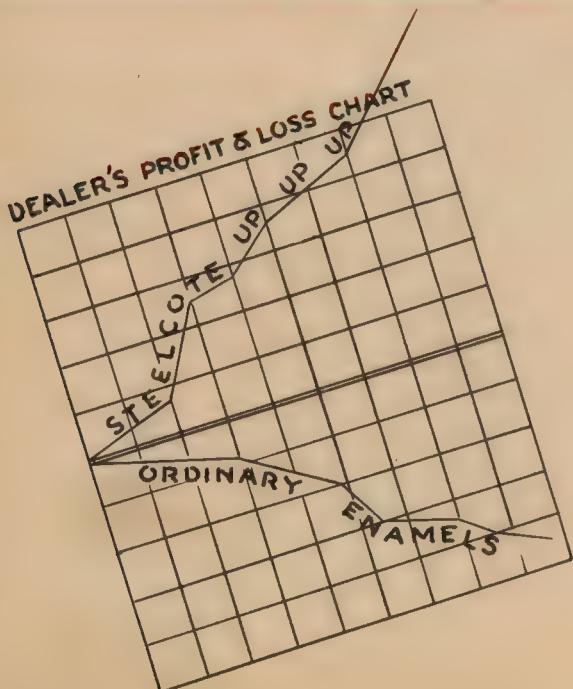
STEELCOTE PLATFORM

- 1 COVERAGE
- 2 LARGER
- 3 TIRE



Originally Steelcote Rubber Enamel was solely manufactured as an automobile enamel and accordingly was manufactured in automobile colors only. Due to the satisfactory results obtained on their cars, people began inquiring for lighter shades, for Furniture, Walls, Woodwork, etc. The demand became so great that soon furniture colors were added to the line. Now Steelcote is fast becoming the leading furniture and wall finish. Steelcote is now being used on Aeroplanes, Battleships and other surfaces where durability and coverage is demanded.

LARGER PROFITS



Steelcote Dealers find that by selling Steelcote Rubber Enamel they earn larger profits than they do when selling ordinary enamels. This is due to the following facts—

More people demand Steelcote
Few complaints to settle
No price-cutting to meet

CUSTOMER SATISFACTION

When Steelcote Dealers sell their customers Steelcote Rubber Enamel they know that customer will be pleased with the finish obtained, thus adding to their prestige as well as inviting the goodwill of their customers.



ADVERTISING



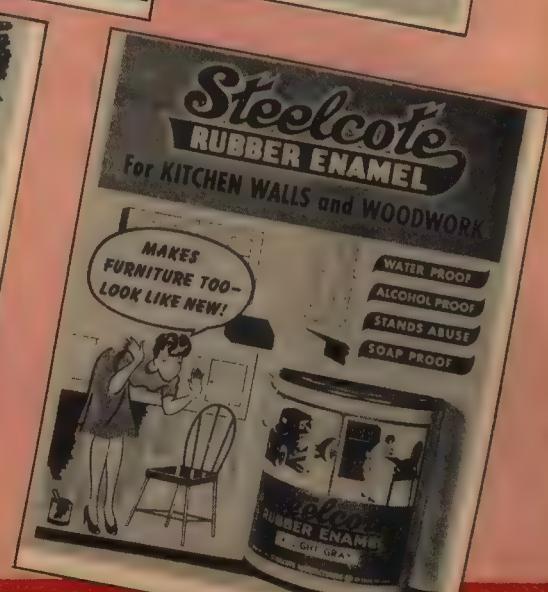
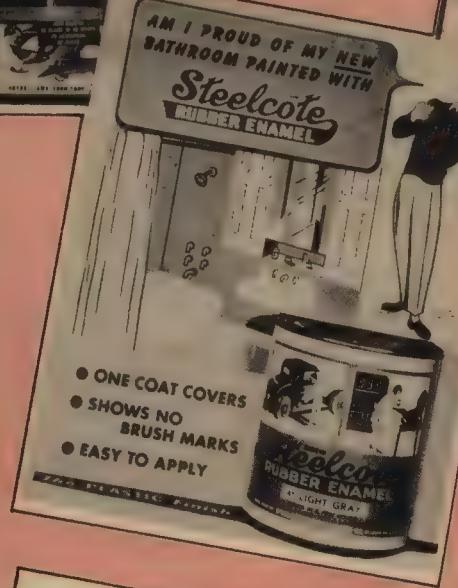
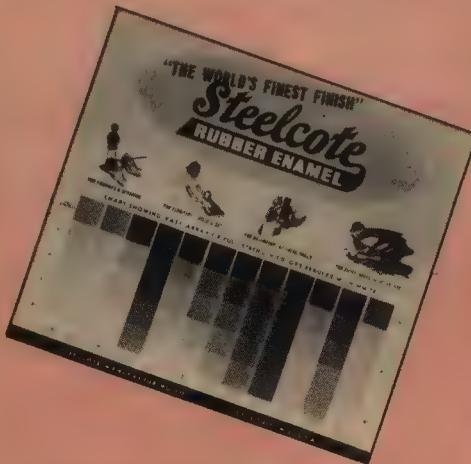
Each year Steelcote appropriates thousands of dollars for advertising, using dealer helps, newspaper, radio and national magazine advertising.

POINT-OF-SALE ADVERTISING

CAUSE — and — EFFECT



Color cards, window cards and easel-back counter cards sell for you all day
...every day.



POWERFUL NEW ADS
COMBINING RUBBER ENAMEL
AND LAY-TITE

These ads will appear in metropolitan newspapers dates designated. Altogether over 60,000,000 copies of these papers will be printed and circulated. The impact will be nation wide and the urge to buy Steelcote Rubber Enamel and Lay-Tite will be great. Get "on the band wagon" to obtain your share of this business in your market.

It's so simple, painting with Steelcote Rubber Enamel that even the most inexperienced can obtain beautiful results. Because of the fine tung oil blended with rubber in special processing, Steelcote Rubber Enamel lives up to its name and protects with a steel-like, resistant finish that is not affected by fresh or salt water, alcohol, acid, weather or abuse. It flows from the brush freely and dries fast into an even glass-like finish leaving no brush marks. Try this amazingly different enamel today. There's a Steelcote dealer near to serve you.

"wears like steel"



Here's the floor paint that takes rough treatment . . . all that you give it and comes back for more, good as new! Withstands acid, alcohol, greases . . . won't chip, fade or scuff. Out-wears ordinary floor paint 3 to 1 on concrete, wood or linoleum. Available in 8 modern colors, also Black, White and Clear.

SOLD BY ALL GOOD PAINT, HARDWARE AND LUMBER DEALERS

DISTRIBUTED BY: (NAME AND ADDRESS)

STEELCOTE MANUFACTURING CO. • 3418 GRATIOT • ST. LOUIS 3, MO.
Manufacturers of "Rubber Coatings" since 1915

With Dealer Listing

Boston Record American, May 18, Sept. 7
Chicago Herald American, May 18
Cincinnati Times Star, May 25
Cleveland Press, May 4
Detroit News, June 15, Sept. 21
Kalamazoo Gazette, May 11, Aug. 3
Memphis Commercial Appeal, June 22, Sept. 21

Milwaukee Journal, Sept. 14
Philadelphia Bulletin, May 4
St. Louis Post-Dispatch, April 13
Salt Lake City Tribune, Telegram, May 18
Salt Lake City Deseret News, May 25
San Diego Tribune-Sun & Union, June 8
San Francisco Examiner, April 27



**"WEARS LIKE STEEL" - Protects and
Beautifies with a film of
PURE LIVE RUBBER!**



Use it inside or outside the house, on autos, lawn furniture, etc. . . . wherever you want a beautiful, durable, long-lasting finish! It's crack-proof, chip-proof, resists water, weather and abrasion, stands up for years. Flows freely, levels perfectly, dries rapidly to a hard glass-like yet flexible surface. The most amazing enamel you ever used! Rubber base makes it "wear like steel"!

SOLD BY ALL GOOD PAINT, HARDWARE AND LUMBER DEALERS

CALL - (DIST. PHONE NO.)
FOR THE NAME OF YOUR NEAREST DEALER
DISTRIBUTED BY: (NAME AND ADDRESS)

STEELCOTE MANUFACTURING CO. • 3418 GRATIOT • ST. LOUIS 3, MO.
Manufacturers of "Rubber Coatings" since 1915

71

With Dealer Listing

Los Angeles Examiner, May 18
Providence Bulletin Journal, Sept. 14

Without Dealer Listing

Chattanooga News, Aug. 24
Cincinnati Times Star, Sept. 28

Miami Herald, May 11

Newark News, July 27

New York World Telegram Sun, July 20, Oct. 5

Portland Oregonian, April 27

St. Louis Post-Dispatch, May 4

San Francisco Examiner, Oct. 12

PAINT to preserve and beautify!

Steelcote

RUBBER ENAMEL



A durable finish that adds years of life!

Everybody's painting almost everything these days with Steelcote Rubber Enamel and everybody's mighty pleased with the results. Its rubber base not only stretches the paint to cover more surface but provides a hard, steel-like finish resistant to water, alcohol, acids and rough treatment. Won't chip, crack or peel. Join in the fun, follow the crowd . . . paint your car for as little as \$1.65; a canoe, for only \$1.15; a tricycle for 25¢; lawn chairs as low as 20¢ each. Beautify bathrooms, furniture, wood-work . . . add renewed life to every surface at amazingly low cost with wonderful Steelcote Rubber Enamel!

(SOLD BY ALL GOOD PAINT, HARDWARE AND LUMBER DEALERS)

CALL - (DIST. PHONE NO.)

FOR THE NAME OF YOUR NEAREST DEALER

DISTRIBUTED BY: (NAME AND ADDRESS)

STEELCOTE MANUFACTURING CO. - 3418 GRATIOT - ST. LOUIS 3, MO.
Manufacturers of "Rubber Coatings" since 1915

70

With Dealer Listing

Chattanooga News, May 18

Newark News, May 11, Oct. 12

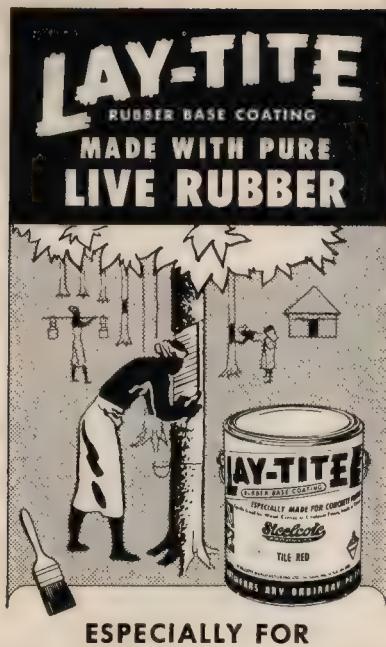
New York World, Telegram & Sun, May 11, Sept. 7

Portland Oregonian, April 13, Aug. 7

Providence Bulletin Journal, May 25

Without Dealer Listing

Jacksonville Times Union, Aug. 3

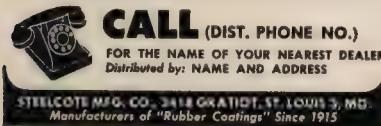


ESPECIALLY FOR
CONCRETE FLOORS
AND WOOD FLOORS

- Resists Water and Weather
- Resists Grease and Corrosives
- Not Affected by Temperature

Especially made for basement, garage, porch, office floors that get rough treatment. No more worn spots or surface mars with Lay-Tite . . . actually outwears ordinary enamels 3 to 1! Highly resistant to alkali, acid, alcohol, grease. Easy to apply. Eight colors, plus Black and White; Clear for linoleums.

AT ALL GOOD PAINT, HARDWARE AND LUMBER DEALERS



MADE WITH PURE
LIVE RUBBER
ESPECIALLY FOR
CONCRETE FLOORS
AND WOOD FLOORS

- Resists Water, Moisture, Soap
- Resists Alcohol and Corrosives
- Not Affected by Temperature

At last, an enamel designed exclusively for floors. Actually outwears ordinary enamels as much as 3 to 1! Lay-Tite gives you years more beauty and protection on wood or concrete floors. Won't chip, crack, fade or scuff. No more worn spots in traffic lanes . . . Lay-Tite stands up where ordinary paints fail, resists acids, alcohol, oil and grease . . . simply wash it and the original luster returns. Use Lay-Tite in the basement, garage, porch, office . . . wherever you want lasting floor protection and beauty. 8 colors—Black, White, Clear for linoleums.

SOLD BY ALL GOOD PAINT, HARDWARE AND LUMBER DEALERS

CALL - (DIST. PHONE NO.)
FOR THE NAME OF YOUR NEAREST DEALER
DISTRIBUTED BY: (NAME AND ADDRESS)

STEELCOTE MANUFACTURING CO. • 3418 GRATIOT • ST. LOUIS 3, MO.
Manufacturers of "Rubber Coatings" since 1915

74

Jacksonville Times Union, April 20

Kalamazoo Gazette, Aug. 17

Memphis Commercial Appeal, May 25

New Orleans Times Picayune, May 4

St. Louis Post-Dispatch, Aug. 24

San Francisco Examiner, Sept. 28

Wheeling Intelligencer, Aug. 24.

75

Cleveland Press, May 18, Aug. 10, Sept. 21

Detroit News, May 25, Aug. 3, Oct. 12

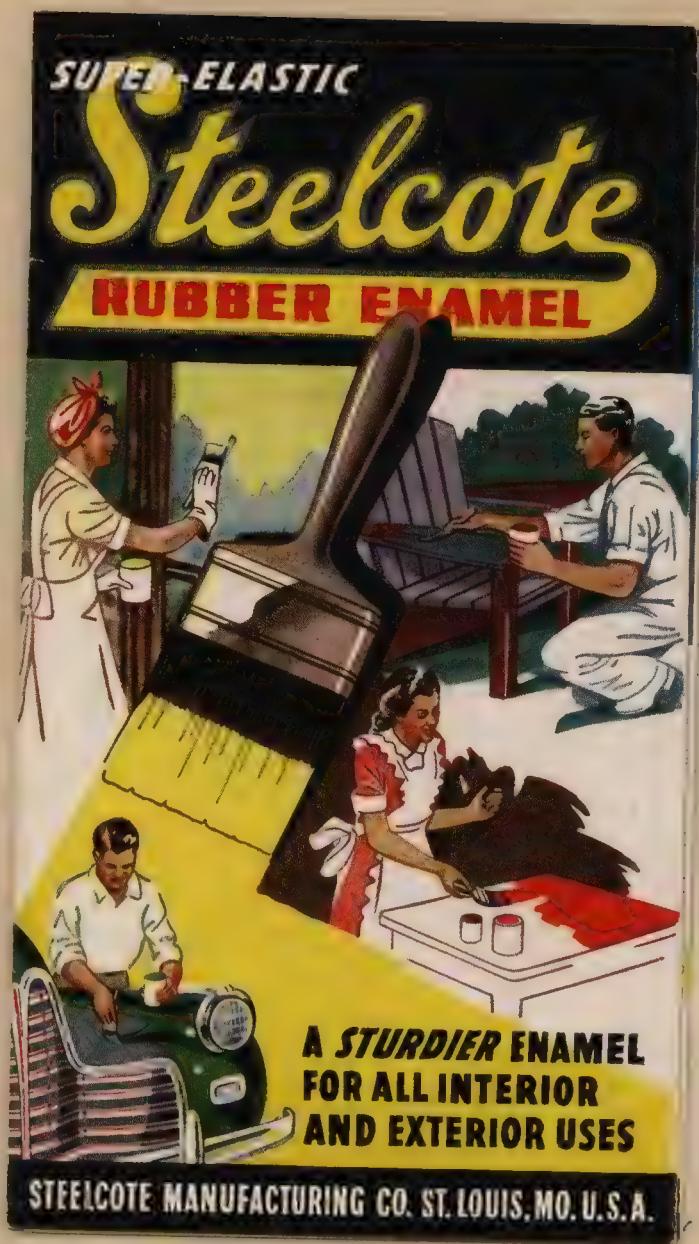
Kalamazoo Gazette, Sept. 21

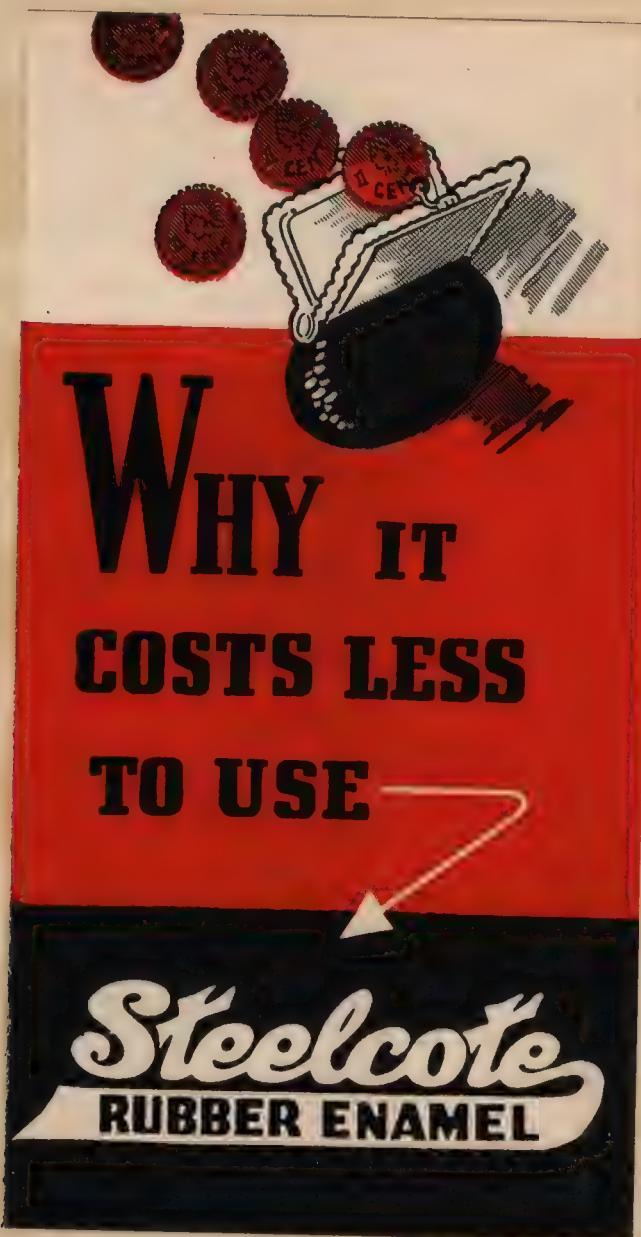
Philadelphia Bulletin, Aug. 24

St. Louis Post-Dispatch, April 6, June 22

Salt Lake City Deseret News, April 13, July 6

Wheeling Intelligencer, April 20, July 13





**What
Do You
Mean,
'Rubber
Paint'---?**



Decalcoman's

DESIGNED TO OBTAIN THE MAXIMUM
IN SHOW WINDOW IDENTIFICATION.

THEY ARE BEAUTIFUL IN 5 COLORS:

RED
YELLOW
GREEN
BLACK
WHITE

TEN (10) INDIVIDUAL PIECES FROM WHICH TO CHOOSE

- NO. 1 CENTER PANEL SIZE 29-3/4" x 14"
- NO. 2 LEFT END PANEL SIZE 14-7/8" x 12-7/8"
- NO. 3 PRIVILEGE PANEL SIZE 29-3/4" x 8"
- NO. 4 PRIVILEGE PANEL SIZE 29-3/4" x 8"
- NO. 5 PRIVILEGE PANEL SIZE 29-3/4" x 8"
- NO. 6 PRIVILEGE PANEL SIZE 29-3/4" x 8"
- NO. 7 PRIVILEGE PANEL SIZE 29-3/4" x 8"
- NO. 8 PRIVILEGE PANEL SIZE 29-3/4" x 8"
- NO. 9 PRIVILEGE PANEL SIZE 29-3/4" x 8"
- NO. 10 RIGHT END PANEL SIZE 14-7/8" x 12-7/8"

DECALCOMANIAS ARE AN EFFECTIVE MEANS OF MERCHANDISING.
STEELCOTE OFFERS THESE COSTLY DECALS FREE TO CO-OPERATIVE
DEALERS.

